

Amendments to the Claims:

This Listing of Claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (currently amended) A projection type display device, comprising:
a light source unit;
a ~~first cooling~~ cooling fan which cools said light source unit;
a light valve which modulates ~~a flux of light emanated~~ emanating from said light source unit; and
~~—— a second cooling fan which cools said light valve; and~~
a projection lens which projects light modulated by said light valve;
~~—— wherein the cooling fan provides a cooling air separated from the light valve to cool only the light source unit, and the cooling air path direction is a first cooling air path produced by said first cooling fan and a second cooling air path produced by said second cooling fan are formed substantially independently of each other and a blowing direction of a first cooling air generated by said first cooling fan is selectively varied.~~
2. (currently amended) The projection type display device according to claim 1, further comprising a duct which has said light source unit disposed therein, ~~said duct forming said first~~ which duct forms said cooling air path together with the cooling fan.
3. (currently amended) The projection type display device according to claim 1, wherein the ~~blowing direction of said first~~ direction of said cooling air is selectively varied by changing a direction of rotation of said ~~first cooling~~ cooling fan between forward and backward.
4. (currently amended) The projection type display device according to claim 1, wherein said ~~first cooling~~ cooling fan is ~~designed to be rotatable~~ and the ~~blowing direction of said first cooling~~ cooling air is selectively varied by ~~rotating~~ varying the rotation of said cooling fan.

5. (currently amended) The projection type display device according to claim 1, wherein said ~~first cooling~~cooling fan is provided at substantially a center portion of a casing of said projection type display device.

6. (currently amended) The projection type display device according to claim 1, wherein a plurality of cooling fan removal locations are provided in said ~~first cooling~~cooling air path and the ~~blowing~~ direction of said ~~first cooling~~cooling air is selectively varied by selecting a specific cooling fan removal location and mounting therein said ~~first cooling~~cooling fan.

7. (currently amended) The projection type display device according to claim 6, wherein said ~~first cooling~~cooling fan is mounted so that said ~~first cooling~~cooling air is blown against, ~~and thereby cool,~~ said light source unit.

8. (currently amended) The projection type display device according to claim 2, wherein the ~~blowing~~ direction of said ~~first cooling~~cooling air is selectively varied by changing a direction of rotation of said ~~first cooling~~cooling fan between forward and backward.

9. (currently amended) The projection type display device according to claim 2, wherein said ~~first cooling~~cooling fan is designed to be rotatable and the ~~blowing~~ direction of said ~~first cooling~~cooling air is selectively varied by ~~rotating~~varying the rotation of said cooling fan.

10. (currently amended) The projection type display device according to claim 2, wherein said ~~first cooling~~cooling fan is provided at substantially a center portion of a casing of said projection type display device.

11. (currently amended) The projection type display device according to claim 2, wherein a plurality of cooling fan removal locations are provided in said ~~first cooling~~cooling air path and the ~~blowing~~ direction of said ~~first cooling~~cooling air is selectively varied by

selecting a specific cooling fan removal location and mounting therein said ~~first-cooling~~
cooling fan.

12. (currently amended) The projection type display device according to claim 3,
wherein said ~~first-cooling-cooling~~ fan is provided at substantially a center portion of a casing
of said projection type display device.

13. (currently amended) The projection type display device according to claim 4,
wherein said ~~first-cooling-cooling~~ fan is provided at substantially a center portion of a casing
of said projection type display device.